



**ALZHEIMER'S  
AUSTRALIA  
ANNUAL  
REPORT  
2014/15**

**UNDERSTAND ALZHEIMER'S  
EDUCATE AUSTRALIA**  
FIGHTDEMENTIA.ORG.AU





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## VISION

Alzheimer's Australia is a leader in the prevention of dementia, while valuing and supporting people living with dementia.

## VALUES

Respect, Collaboration, Innovation, Integrity, Quality and Professionalism.

## STRATEGIC PRIORITIES

- Policy and advocacy
- Community awareness, understanding, attitudes and actions
- Service innovation and expertise
- Leadership in research
- Organisational sustainability and growth
- Governance and leadership

### **Our success will be measured by:**

- Being recognised by our stakeholders as the key leadership organisation for dementia
- Achieving outcomes that improve quality of life for people with dementia
- Increasing the number and proportion of people with dementia who we support
- Strengthening our National footprint in dementia services and education
- Improving the extent to which we work as a partnership

# 1. GOVERNANCE AND LEADERSHIP

## BOARD

Our Board is responsible for the governance of the organisation with the Chief Executive Officer responsible for the management of the organisation. The Board establishes the results to be achieved and the task of achieving these results are delegated to the Chief Executive Officer.





In performing their duties, the Board will:

- At all times act lawfully and consistently with Alzheimer's Australia policies
- Meet regularly to monitor the performance of management and Alzheimer's Australia as a whole
- Ensure that they receive regular and accurate reporting on financial and service provision matters
- Regularly review its own performance as a basis for development and quality assurance
- Carry out its meetings in such a manner as to ensure fair and full participation of all Board members
- Ensure the assets of Alzheimer's Australia are protected by a suitable risk management strategy
- Honour its obligations to Alzheimer's Australia consistent with the Constitution

## THE NATIONAL BOARD AS AT JUNE 2015 WAS:



### GRAEME SAMUEL AC, NATIONAL PRESIDENT

Graeme Samuel AC is a Vice Chancellor's Professorial Fellow in Monash University's Business School and co-director of the Monash Business Policy Forum. He is also Chair of the Victorian Taxi Services Commission, a Commissioner of the National Rugby League, a Councillor of the Australian National University, President of Alzheimer's Australia, Chair of the South Eastern Melbourne Primary Health Network, Council member of the National Health and Medical Research Council and Chair of its Health Innovation Advisory Committee and the National Institute for Dementia Research and Member of Aged Care Financing Authority. He was Chair of the Commonwealth Government's Panel of Review of Australia's Independent Medical Research Institutes.

Professor Samuel has held a number of roles in public life including former Chairman of the Australian Competition and Consumer Commission, Associate Member of the Australian Communications and Media Authority and President of the National Competition Council.

He was appointed an Officer of the Order of Australia in 1998.

In 2010 he was elevated to a Companion of the Order of Australia "for eminent service to public administration through contributions in the area of economic reform and competition law, and to the community through leadership roles with sporting and cultural organisations".



## **CRAIG MASAREI, VICE-PRESIDENT**

Craig Masarei is the Chairman of Alzheimer's Australia WA Ltd, Chief Legal Officer Water Corporation, Chairman Water Corporation Superannuation Pty Ltd as trustee for the Water Corporation Superannuation Plan, Chairman Parkdale Nominees Pty Ltd as trustee for the Parkdale Investment & Equity Trust, Vice President Alzheimer's Australia

Inc. He currently holds memberships at Australian Corporate Lawyers Association, Law Council of Australia, Law Society WA, Australia Superannuation Funds Association. Craig has a Bachelor of Jurisprudence, University WA and Bachelor of Laws, University WA.



## **JERRY ELLIS, SECRETARY**

Jerry Ellis was elected as a Rhodes Scholar in 1959. Chairman of Broken Hill Proprietary Company Limited 1997 to 1999. Chancellor of Monash University 1999 to 2007. Jerry is a member of the Board of Trustees for the Eisenhower Exchange Fellowships. He was made an Officer (AO) in the General division of the Order of Australia in June 2012 and awarded the Order of the Rising Sun,

Gold and Silver Star from the Japanese Government in 2007. He is Chairman of MHD Energy Limited, Chairman of Alzheimer's Australia NSW, Director of Iron Road Limited, on the Advisory Board of the Sentient Group. Jerry's qualifications include MA (Oxon), LL.D honoris causa Monash University, HonDEng, C.Q.U., FTSE, FAICD, FAIM and HonFIEAust.



## **RICHARD COOPER, TREASURER**

Richard Cooper has over 20 years' experience in business advisory, taxation and accounting and believes that accounting and financial services is about providing people with meaningful knowledge and insight that helps them make good decisions. Richard's client portfolio expands across a number of

industry sectors including, construction, property and real estate, business and professional services, retail and not-for-profit organisations.





## WILLIAM BASS

William Bass brings considerable corporate executive experience predominantly in the fields of strategy and commercial and financial management. He is a director, senior financial officer, company secretary and advisor to a number of prominent Australian and international companies. He is currently a director for China Magnesium Corporation Limited (ASX listed), 1300SMILES Limited (ASX

listed), Silicon Lakes Limited (unlisted), Alzheimer's Australia (Qld) Limited (unlisted), Alzheimer's Australia Gold Coast Inc. (unlisted). He is also the Treasurer and Chair of Finance and Audit Committee for Alzheimer's Australia Inc. William's qualifications include a BEcon., CA, FGIA, FInstIB, MAICD and JP(Qual).



## TONY NEWMAN

Tony Newman is a highly experienced senior executive with expertise in finance, supply chain, sales and marketing and information technology. Tony is a strategic thinker and leader and a highly effective operations manager. His highly developed skills in negotiation, collaboration, relationship management and delivery of customer satisfaction and his coaching and mentoring approach with staff have contributed to Tony's success in a complex

international environment. The work of Alzheimer's Australia holds a special place with Tony, his father was diagnosed with Alzheimer's disease five years before his death in 1996. Tony is Chairman of Alzheimer's Australia South Australia and the South Australian Jockey Club and has an Economics degree from the University of Adelaide.



## VICKI KRAUSE

Associate Professor Vicki Krause, MD, DTM&H and FAFPHM, has served as the President of the Board of Alzheimer's Australia NT since October 2011. She is the Director of the Northern Territory (NT) Centre for Disease Control and Head of the TB/Leprosy Unit for the NT Department of Health and is a current member and past chair of the Communicable Diseases Network Australia (CDNA) and the National Tuberculosis Advisory Committee (NTAC). She served on the Technical Research and Advisory Subcommittee of the WHO

Global TB Programme, 1995-1998 and is a current and longstanding member of the TB Technical Advisory Group, (TAG) for the Western Pacific Region. Dr Krause has edited the NT Disease Control Bulletin, a quarterly publication, for the past 20 years and has supervised postgraduate scholars since 1991. She has previously worked in PNG, as a specialist physician with a particular interest in piloting treatment protocols and in the USA with an interest in migrant and refugee health and the Indian Health Service.



## GREG FRASER

Greg Fraser had 25 years public sector management experience, with more than 16 years at chief executive and senior executive levels. Greg was Chief Executive of the ACT Department of Health and Community Care and had extensive involvement in intergovernmental initiatives and forums and represented the States and Territories at several International Treaty meetings. Since 1996, Greg has consulted to public, private and not-for-profit bodies on corporate governance, risk management,

program evaluation, strategic/business planning and change management. He works independently and with Price Waterhouse Cooper, RSM Bird Cameron and Directors Australia. He specialises in not-for-profit governance. Greg is currently President of Alzheimer's Australia ACT and up to July 2015 chaired the Risk and Audit Committee of Alzheimer's Australia. He is a member of the Finance and Audit Committee of the Australian Council for International Development (ACFID).



## NEIL SAMUEL

Neil Samuel is the Managing Director of Dryen Australia Pty. Ltd., one of Australia's largest domestic linen importers and wholesalers servicing Australian and overseas retailers. He has been actively involved in the day-to-day management of the business for over 30 years with an emphasis on finance, administration, sourcing and procurement.

Neil has served in leadership positions in various organisations in the not-for-profit

sector for many years, specialising in governance and finance. Neil has served on the board of Alzheimer's Australia Vic since 2003 and is the current Chair. Between 2007 and 2013 Neil served on the board of Alzheimer's Australia Inc. as Vice President. Since 2012 Neil has been on the board of Alzheimer's Australia Dementia Research Foundation Victoria. Neil's passion for Alzheimer's Australia was born out of family experience with dementia.



## CAROL BENNETT, CHIEF EXECUTIVE OFFICER

Carol Bennett, BA (Health Sciences), MA (Public Policy) and MAICD, is the Chief Executive Officer of Alzheimer's Australia. Over the last fifteen years, Carol has worked at a senior executive level in peak national, state health and aged care organisations, including as CEO of the Consumers Health Forum of Australia, CEO of the Rural Health Workforce Agency and CEO of the Victorian Alcohol and Drug Association. Carol has also managed her own consulting business working with national peak groups such as beyondblue.

Carol has been a member of many national and international boards and advisory groups including the National Health and Medical Research Council and the International Alliance for Patients Organisations. Carol was recently appointed by the Minister for Ageing to the Aged Care Quality Advisory Council and is a member of the Aged Care Sector Committee and Governing Council of the National Aged Care Alliance. Carol is passionate about improving the quality of health and aged care for all Australians.



## CEO'S REPORT

In my first annual report as the CEO of Alzheimer's Australia, I want to pay tribute to those who have gone before me. In particular, I would highlight the outstanding contribution of Glenn Rees who has helped make Alzheimer's Australia a real leader in changing the experience of dementia in Australia.

More than 340,000 Australians experience dementia and more than a million Australians are carers of someone with dementia. Alzheimer's Australia is here to serve these people and to help prevent dementia becoming even more prevalent. This is not a superficial statement, but a sincere commitment that informs the priorities set by Alzheimer's Australia.

We have had a very busy year, as you will see from the activities outlined in this report. Some of the highlights over the past 12 months include:

- A high profile national campaign to advocate for appropriate care particularly for people experiencing younger onset dementia
- A national consumer Forum that brought the voices of consumers into our national parliament
- A forum to improve diagnosis and treatment for Aboriginal and Torres Strait Islander people
- The establishment of a major new National Institute for Dementia Research in partnership with the National Health and Medical Research Council.

Behind these and many other activities, there are a lot of hard working and committed people. I want to acknowledge my staff who work tirelessly in the belief we can make a difference, and my Chair Graeme Samuel who continues to be a beacon of leadership, along with his Board colleagues.

Mostly I want to acknowledge all our supporters and those we serve. You are who we exist for.

A lot has been achieved, but we know our work has only just begun. Too many people experience dementia and the stigma and social isolation that accompanies it. Many find their lives turned upside down as they care for a loved one and in turn need support and information.

I look forward to the challenges and opportunities the next year will bring.

Thank you for your support over the past 12 months.

A handwritten signature in blue ink, which appears to read 'Carol Bennett'.

Carol Bennett  
CEO  
Alzheimer's Australia





## NATIONAL PRESIDENT REPORT

Last year, in my first year as National President, I wrote about a year of change. This year has been no different. We were delighted this year to welcome on board Carol Bennett as the new CEO of our organisation. Carol's appointment came at a critical time in the implementation of aged care reform, senate enquiries and a difficult budget environment. She hit the ground running, and as you will see from this report has already led the organisation in a number of successful outcomes.

We have eagerly awaited the announcement of the new National Health and Medical Research Council's (NHMRC) National Institute of Dementia Research which will make an avenue that will significantly change the research landscape in Australia.

Alzheimer's Australia is looking forward to working with the NHMRC in prioritising dementia research within Australia. This visionary concept, and unprecedented level of funding for dementia research from practice through to care in Australia is bound to elevate us to where we should be – world leaders in dementia research.

We are still in discussions with the government to see what the future holds for younger people with dementia. As an organisation, Alzheimer's Australia has raised the appropriateness of residential aged care homes for young people with dementia in parliamentary inquiries, public forums and the media. We will continue to work closely with the government and advocate for change in this area. We were pleased to see the senate take up some of our recommendations in their Inquiry earlier this year and look forward to working with government to implement these.

We also look forward to continuing our positive discussions with the government about the future of our Younger Onset Dementia Key Worker Program (YODKWP).

Since the announcement that this funding would be rolled into the National Disability Insurance Scheme (NDIS), there has been an outpouring of support for this high performing specialist program. We entered into discussions on how people with younger onset dementia can continue to be supported despite gaps in the NDIS identified in the trial site experience specifically and look forward to seeing some positive changes implemented.

I should like to take this opportunity to thank Glenn Rees for his contribution to the organisation in the past fifteen years. He saw the organisation through a large amount of change, played a key role in the implementation of key policy work and the establishment of what we now know as the 2012 Aged Care Reforms. We are glad to be able to continue working with him in his role as Chair of ADI.

We also sincerely thank our ambassadors Ita Buttrose, Sue Pieters-Hawke and Dr Andrew Rochford for all they do in helping give voice to our advocacy work and in raising awareness of Alzheimer's disease and dementia, all of our supporters, corporate partners, donors and everyone who has made a contribution to our organisation. I look forward to another challenging and successful year ahead.

Graeme Samuel  
National President  
Alzheimer's Australia

# THANKS ALSO GOES TO



## AMBASSADOR

**Our National Ambassador is Ita Buttrose, AO OBE. Ita has been a great supporter of Alzheimer's Australia since her time as National President, and we are grateful to her for her continued involvement in the organisation over the past 12 months.**



## PATRON

**Our National Patron is His Excellency General The Honourable Sir Peter Cosgrove AK MC (Retd), Governor-General of the Commonwealth of Australia.**

## STAFF/SENIOR MANAGEMENT TEAM

**Thank you to all of the staff who have contributed to the organisation over the past year. The activities that are outlined within this report were all made possible thanks to their support and dedication to people living with dementia and their families and carers.**

## 2. POLICY AND ADVOCACY

Alzheimer's Australia works to ensure that the voices of people with dementia, their families and carers are at the core of all its work including policy and advocacy, services, community awareness and research. We aim to strengthen consumer involvement at all areas of the organisation and to ensure that consumer perspectives inform and shape national policy.

We work closely with government and have provided input into national policy through Australia's first Ministerial Dementia Forum, the Aged Care Sector Advisory Committee, National Aged Care Alliance and national submissions on issues important to people living with dementia and their families and carers.



## CONSUMER SUMMIT

Fifty people with dementia and their carers from around Australia converged on Parliament House in Canberra on 3 and 4 March to send a clear message to parliamentarians about the need for community awareness and programs to reduce the fear, stigma and social isolation frequently associated with a diagnosis of dementia.

Two days of focused discussion and activities lead to some great outcomes and practical recommendations on how people with dementia and carers could be better supported.

The recommendations fell under four main headings:

- Public awareness and community response to dementia
- Access to appropriate community care and respite
- Appropriate care and support within the health system
- Quality of residential aged care services

The group, representing the more than 340,000 Australians living with dementia shared stories, advice, laughs and were honoured to meet with His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd).

The Summit delegates were able to hear from a range of experts and participate in a panel discussion chaired by Alzheimer's Australia National Ambassador, Ita Buttrose.

The Summit was also an opportunity for those new to advocacy to meet with experienced and committed advocates.

International keynote speaker Gina Shaw, who is diagnosed with younger onset dementia, shared insights on the successful 'Dementia Friends' program in the UK, as well as the importance of living well with dementia.

The two-day Summit culminated in the presentation of a Communique to the co-conveners of the Parliamentary Friends of Dementia, Teresa Gambaro, MP, and Shayne Neumann, MP.

Consumers called upon the Australian Government to:

- Establish a Dementia Friends national community awareness and education campaign to reduce the fear and stigma associated with dementia
- Expand the Younger Onset Dementia Key Worker Program to better assist people with dementia, their carers and families in navigating the health, disability and aged care systems, and to provide continuity of support, in particular, to focus on people who are living alone and those from diverse backgrounds whose needs are not being met within mainstream services
- Improve training for all health care workers to ensure that they are dementia aware and are able to provide appropriate assistance to people with dementia, their carers and their families
- Fund more flexible and smaller community based alternative models of residential aged care. This needs to be supported by a consideration of a new funding model for the specialist support of people with dementia

Everyone walked away with a clear and distinct idea that we could enact change.

 **WE WANT PEOPLE  
TALKING ABOUT  
DEMENTIA. WE DON'T  
WANT IT TO BE SWEEPED  
UNDER THE CARPET**

**GINA SHAW**

## YOUNGER PEOPLE IN RESIDENTIAL AGED CARE

Graeme Samuel AC, National President of Alzheimer's Australia and Carol Bennet, CEO presented at a public hearing of the Senate's Inquiry into the adequacy of existing residential care arrangements available for young people with severe physical, mental or intellectual disabilities in Australia. They presented on issues around early placement into residential care that has clearly been identified as a major concern for people with younger onset dementia and their families. Residential aged care is inappropriate for younger people and Alzheimer's Australia was strongly advocating for the Senate to acknowledge this.


On 25 June 2015 the Senate responded to our calls, and recognised that residential aged care homes are not the right place for younger people. Further to this they gave some practical recommendations including the expansion of the Younger Onset Dementia Key Worker Program.

## DEMENTIA-FRIENDLY COMMUNITIES

A dementia-friendly community is a place where people living with dementia are supported to live a high quality life with meaning, purpose and value.

We want to realise a Dementia-Friendly Nation and this year's Dementia Awareness Month launched resources to help communities work toward becoming dementia friendly. The community of Kiama stepped up to a leadership role, working with us in a national pilot project.

Dementia-friendly initiatives are priorities in a number of projects funded under our National Quality Dementia Care Initiatives program.

 **I CANNOT STRESS ENOUGH THE IMPORTANCE OF APPROPRIATE COMMUNITY SUPPORTS FOR PEOPLE WITH YOUNGER ONSET DEMENTIA. THE UNFORTUNATE REALITY IS WITHOUT PROGRAMS SUCH AS THE YODKWP, PEOPLE WITH YOUNGER ONSET DEMENTIA AND THEIR FAMILIES WILL FACE A CONSTANT STRUGGLE TO ACCESS AGE APPROPRIATE SUPPORTS**

**GRAEME SAMUEL AC, NATIONAL PRESIDENT ALZHEIMER'S AUSTRALIA**

## MAJOR NATIONAL POLICY SUBMISSIONS AND PAPERS

Submission to the National Disability Insurance Scheme (NDIS) Quality and Safeguarding Framework April 2015

Response to NDIS ILC Policy Framework March 2015

Submission to the Senate Standing Committee on Community Affairs on the adequacy of existing residential care arrangements available for young people with severe physical, mental or intellectual disabilities in Australia February 2015

Federal Budget Submission 2015/16 February 2015

Feedback - Adoption of International Standards and Risk Assessments in Aged Care January 2015

Submission to the Senate Select Committee on Health September 2014

Submission to the inquiry into the exposure draft of the Medical Services (Dying with Dignity) Bill 2014 September 2014

Alzheimer's Australia National Consumer Summit Communique 2015 March 2015

Superannuation and Dementia March 2015

Paper 41: Aboriginal and Torres Strait Islander People and dementia: A review of the research October 2014

## CONSUMER GROUPS INCLUDED IN ALZHEIMER'S AUSTRALIA'S WORK

### NATIONAL CONSUMER ADVISORY COMMITTEE

The National Consumer Advisory Committee contributes to policy, advocacy documents, submissions, publications and consultations. It also monitors the work of Alzheimer's Australia on issues of importance or concern to people with dementia, their families and carers.

The committee's membership comprises people with dementia and family carers, with representatives from most states and territories.

Some of the highlights from this year include:

- Working with Alzheimer's Australia to progress policy work around the National Disability Insurance Scheme, high service fees and brokerage fees for consumer-directed care packages, dementia and legal rights, and issues and barriers for LGBTI people with dementia and people who are homeless
- Progressing the work on the financial implications following a diagnosis of dementia, including providing input into the Superannuation and Dementia publication, launched in Parliament House in March 2015
- Providing advice on aged care reforms, including national aged care quality indicators and the national carer gateway
- Providing feedback on the ongoing work of Alzheimer's Australia, including the development of dementia-friendly organisations and communities and a Dementia Friends program in Australia
- Participation in ongoing activities to raise community awareness and understanding of dementia, including advice on Alzheimer's Australia's Dementia Awareness Month activities, participation in media interviews and conference presentations
- Providing consumer perspectives to national public forums such as consultations for the Government's review of dementia programs and services, and participation in external policy committees and research studies



## ALZHEIMER'S AUSTRALIA DEMENTIA ADVISORY COMMITTEE

Alzheimer's Australia Dementia Advisory Committee was formed in 2013. All members are people with dementia, making this committee the third of its kind in the world and the first in Australia. The committee aims to give a voice to people living with a diagnosis of dementia by advocating for the needs and priorities of people with dementia in relation to service provision, information, support and education.

Some of the achievements from the committee this year include:

- Working with Alzheimer's Australia to identify and address gaps in services for people with younger onset dementia, people with dementia living alone, and children of people with younger onset dementia
- Providing guidance and input on the Younger Onset Dementia Key Worker Program community awareness campaign
- Providing advice on the independent evaluation of Alzheimer's Australia Younger Onset Dementia Key Worker Program
- Participation in ongoing activities to raise community awareness and understanding of dementia, including advice on Alzheimer's Australia Dementia Awareness Month activities, participation in media interviews and conference presentations, notably the Alzheimer's Dementia International conference in April 2015 in Perth
- Providing consumer perspectives to national public forums such as consultations for the government's review of dementia programs and services, and participation in external policy committees and research studies
- Working with Alzheimer's Australia to improving access and usability of our website for people with dementia

## CONSUMER DEMENTIA RESEARCH NETWORK

The Consumer Dementia Research Network supports consumers to have an active role in research and research translation. It sets priorities for funding, provides feedback on project proposals, assists on project steering and advisory committees, and contributes a consumer perspective to ongoing research. The committee's membership comprises of people with dementia and family carers, with representatives from most states and territories.

Key achievements include:

- Participation on research steering/advisory committees for knowledge translation projects of the Cognitive Decline Partnership Centre
- Working with the Dementia Collaborative Research Centres to set priorities, review applications and participate in new and ongoing research and knowledge translation activities
- Sitting on the Board of the Alzheimer's Australia Dementia Research Foundation and reviewing grant proposals, participation on project advisory groups for knowledge translation of projects funded through the National Quality Dementia Care Initiative
- Setting priorities and reviewing proposals for the Alzheimer's Australia National Quality Dementia Care Initiative funding round
- Raising public awareness of the importance of consumer input into dementia research through communications activities including Alzheimer's Australia Dementia Research Foundation podcasts, and promoting the work of the committee at key forums, notably the Alzheimer's Dementia International conference in April 2015 in Perth
- Providing input on Alzheimer's Australia submissions to national consultations on research issues
- Providing consumer perspectives to national public forums such as consultations for the government's review of dementia programs and services, and participation in external policy committees and research studies
- Involvement as research participants in external dementia research projects

 **...THERE'S A LOT OF RESEARCH OUT THERE, THAT FROM MY PERSPECTIVE, IS PROBABLY A WASTE OF MONEY, OR IT COULD HAVE BEEN SPENT BETTER... AND I'VE FELT THAT A STRONGER CONSUMER VOICE... WE MIGHT BE ABLE TO POSITIVELY IMPACT AND CHANGE THINGS...**

**KATE SWAFFER** chair of the Alzheimer's Australia Dementia Advisory Committee and co-chair of the Consumer Dementia Research Network, interviewed for episode 12 of the Alzheimer's Australia Dementia Research Foundation research podcast 'THE CONSUMER DEMENTIA RESEARCH NETWORK: A PASSIONATE GROUP OF PEOPLE TURNING DEMENTIA RESEARCH INTO PRACTICE', 23 July, 2014

## NATIONAL CROSS CULTURAL DEMENTIA NETWORK

The National Cross Cultural Dementia Network (NCCDN) supports Alzheimer's Australia, its member organisations, government and peak bodies with advice and advocacy on quality dementia care for people from culturally and linguistically diverse (CALD) backgrounds.

The membership, drawn from across Australia, is multidisciplinary and represents a diverse mix of cultures and ethnicities. Members also come from a range of professions including residential aged care, education, community work, acute care, peak ethnic agencies, research and management positions.

Key highlights include:

- Advocating for the inclusion of diversity issues in all aspects of the Alzheimer's Disease International conference in April 2015 in Perth, including a keynote presentation on CALD issues delivered by the NCCDN Chair
- Advocating for the development of a CALD-specific dementia-friendly communities project in Australia
- Advocating to peak agencies involved in research, such as the NHMRC, for CALD communities to be equitably represented in all aspects of research
- Progressing work to address barriers, in order to increase CALD-specific dementia research, as well as CALD participation in mainstream dementia research
- Advocating for the Rowland Universal Dementia Assessment Scale to be recognised under PBS arrangements for dementia medication
- Raising awareness of the needs of CALD communities in relation to dementia services and programs
- Advocating for the inclusion of cultural diversity through Alzheimer's Australia's work

## THE NATIONAL ABORIGINAL AND TORRES STRAIT ISLANDER DEMENTIA ADVISORY GROUP

The National Aboriginal and Torres Strait Islander Dementia Advisory Group (NATSIDAG) highlights this year included 'Continuing the conversation'. Alzheimer's Australia together with NATSIDAG held a national workshop on 19 May 2015 bringing together consumers, service providers, health workers and health professionals to discuss how Aboriginal and Torres Strait Islander people living with dementia can be better supported.

A number of recommendations were made by workshop participants on: increasing awareness and knowledge of dementia in Aboriginal and Torres Strait Islander communities; how risk reduction strategies should be employed to lower the risk of developing dementia; and ways to address service gaps in Aboriginal and Torres Strait Islander communities.



**THE OPPORTUNITY TO BRING TOGETHER A DIVERSE GROUP OF PEOPLE WHO HAVE INTIMATE KNOWLEDGE AND UNDERSTANDING OF THE DEMENTIA ISSUES FACING ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE PROVIDES A GREAT PLATFORM FOR MAPPING OUT THE SPECIFIC LEVEL OF HOLISTIC CARE AND SUPPORT REQUIRED TO CLOSE THE GAP BETWEEN AUSTRALIA'S FIRST PEOPLE AND THE GENERAL AUSTRALIAN POPULATION.**

**FRED TANNER,  
CHAIRPERSON, NATSIDAG**

## COMMUNITY AWARENESS, UNDERSTANDING, ATTITUDES AND ACTIONS

### DEMENTIA AWARENESS MONTH

September 2014 saw a move from Dementia Awareness Week to Dementia Awareness Month. This enabled us to increase the number of activities held across the period, and increase the awareness period.

The theme this year was Creating a Dementia-Friendly Nation. The goal was to encourage Australians to become dementia-aware, have a better understanding of what it is like for a person with dementia, and ultimately be inspired to create communities where people with dementia are supported to live a high quality of life with meaning, purpose and value.

#### International Speaker

Alzheimer's Australia welcomed International Guest Speaker Steve Milton, who gave a series of lectures on his experiences with dementia friendly communities within the UK. Steve is one of three directors of Innovations in Dementia - a not-for-profit in the UK that tests innovative ways of engaging with people with dementia.

He takes the lead on dementia-friendly communities - and despite their small size - Innovations in Dementia's work in this area has been highly influential in the UK, which had made the creation of dementia-friendly communities a priority of the Prime Minister's challenge on dementia.

### Resources

During the month we launched a number of resources to assist people to understand what it means to be dementia friendly.

First Steps to a dementia-friendly Australia. This is a collection of examples from across Australia that highlights what being dementia friendly means.

Dementia-friendly guide. The purpose of the guide is to support local organisations, groups, and individuals who want to make their community more dementia friendly.

The Dementia Language Guidelines. The Dementia Language Guidelines have been developed by Alzheimer's Australia in collaboration with our national consumer advisory networks to promote the consistent use of appropriate, inclusive and non-stigmatising language when talking about dementia and people with dementia.

Living with Dementia in the Community: Challenges and Opportunities. This report highlights the findings from the first national survey of people living with dementia conducted by Alzheimer's Australia in 2014.

Dementia-friendly toolkits. The dementia friendly toolkits aim to provide information to support you to make your community or business more dementia friendly.

We have created two different toolkits, one for businesses who would like to know how they can become dementia friendly, and one for community members.

The Unspoken Impact of Dementia. This video was filmed in the lead up to September and launched 1 September 2015. It features three Australians, talking about dementia and their diagnosis of dementia in their own words. This was a very moving and powerful video that showed exactly what we were trying to achieve with creating a dementia-friendly nation.

**“WE’VE GOT A LOT OF REALLY GOOD GRASS ROOTS STUFF GOING ON IN THE UK AND ITS BEEN DONE BY LOTS OF DIFFERENT PLAYERS... NOT JUST THE ALZHEIMER’S SOCIETY OF THE UK, BUT LOTS OF SMALLER ORGANISATIONS BUT WHAT THAT HAS MEANT IS THAT OUR STUFF IS ALL OVER THE SHOP COMPARED TO THE RESOURCES THAT I HAVE BEEN LOOKING AT OVER THE PAST FEW DAYS THAT YOU HAVE LAUNCHED HERE, WHICH ARE ABSOLUTELY WORLD-CLASS AND I HAVE TO CONGRATULATE YOU FOR THOSE...”**

**STEVE MILTON, INNOVATIONS IN DEMENTIA, UK**

## Social media

Our ongoing awareness campaigns and activities during Dementia Awareness Month generated 1,767 mentions online in Australia. These include mentions from Facebook and Twitter, but also some blogs and news websites.

### TOTAL AUDIENCE

**29,655,764**

### EQUIVALENT ADVERTISING SPACE RATE

**AUD\$9,189,901**

### TV, RADIO, NEWSPAPER AND ONLINE

**398 ITEMS**

## LAUNCH OF NEW WEBSITE

September 2014 was a highlight for Communications and Media at Alzheimer's Australia. Not only did we celebrate another successful Dementia Awareness Month, but we also launched a new look website.

This was the culmination of an 18 month process responding to our members needs and ensuring that we met the gold standard in website accessibility guidelines.

We consulted widely with educators, communicators, and people with dementia about what was important to them, and what they wanted to see on the site.

Local content was a clear winner, therefore we adapted a state map on the left hand side of the site. This allows users to navigate easily to content that is specific to them.

We also placed a focus on accessibility. To ensuring that we met web content accessibility guidelines that are set out as the pinnacle of accessibility in the digital space.

**Geographic locations: we have had traffic from 213 countries since launch. 84% Australia, followed by US, UK, Canada, NZ, India, Ireland.**

no of visitors in 2014/2015 FY	<b>1,086,906</b>
no of pages viewed in 2012/2013 FY	<b>2,587,626</b>
no of pages viewed in 2013/2014 FY	<b>3,282,612 UP 27%</b>
no of pages viewed in 2014/2015 FY	<b>2,975,170 DOWN 9%</b>
user engagement since launch (Sept-June)	<b>3:31 UP 20%</b>
user engagement, previous year (Sept-June)	<b>2:56</b>
pages per visit (avg) since launch (Sept-June)	<b>2.75 UP 3%</b>
pages per visit (avg), previous year (Sept-June)	<b>2.67</b>

**IT'S, I THINK THE VERY  
SMALL THINGS THAT  
PEOPLE CAN DO THAT MAKE  
SUCH A BIG DIFFERENCE.  
GRAEME, LIVING WITH  
DEMENTIA**



## IN THE MEDIA

It has been another successful year for the media team. Throughout this report there have been statistics that demonstrate how we have leveraged off different events and projects.

In general there were:

- More than 2,600 articles in the media about dementia (not all related to our work)
- What have we done
  - o 65 media releases in the last year – that's 1.25 media releases a week!
  - o Received a total potential audience of over 150 million views
  - o If we were to have purchased the equivalent space it would have cost over \$37 million

## SOCIAL MEDIA

Where are we, what were our stats?

**2014-2015**

**39,915 FANS**  
**AS AT 30 JUNE**

81% of our fans are women.

18% of our fans are men.

26,289 of our fans are from Australia.

Next popular after that is:

USA

UK

Canada

India

New Zealand

39% of our fans are between the ages of 35 – 54.

32% of our fans are over the age of 55.

**Join our community**



@AlzheimersAus



Fight Dementia



Alzheimer's Australia



AlzheimersAustralia

## ADI CONFERENCE AND AAWA CONFERENCE

This year the National Conference was held in conjunction with Alzheimer's Disease International in Perth, WA. We were very honoured to be able to host this conference, and commend our WA counterparts for running it so successfully.

The theme of the 30th International Conference of ADI was 'Care, Cure and the Dementia Experience – A Global Challenge' and was held at the Perth Convention and Exhibition Centre and had more than 1000 delegates attending from 49 different countries.

The highlights included:

- A moving opening speech by Australian's Edie Mayhew and Anne Tudor
- An update on the latest treatment and diagnosis
- A panel discussion on the past, present and future of dementia
- A dementia-friendly apartment that was on display for the duration of the conference
- A screening of the motion picture, Still Alice

The conference was a great success with comments coming back from all across the world that it showcased Australia, Alzheimer's Australia and people with dementia in a very positive light.

The media highlights for the conference were focused around several key topics:

- Keeping an 'eye' on dementia research at the ADI 2015 conference

New developments in eye imaging technology used to detect dementias were outlined by American and Australian dementia researchers at the Alzheimer's Disease International (ADI) conference in Perth. Some trials suggest eye imaging may detect Alzheimer's disease and other dementias 10-20 years before symptoms appear

- Head injuries and dementia, what are the links?

New research on the connection between head injuries and the risk of developing dementia was presented at the Alzheimer's Disease International and Alzheimer's Australia National Conference in Perth

- Investment in dementia risk reduction a must

The Federal and State Governments, business and the community can all help curb the soaring numbers of people expected to be diagnosed with dementia over the next decade, but not without new and significant investment

## Media results

**NEWS ITEMS** 52

**TOTAL AUDIENCE**  
3,466,807

**TOTAL ASR**  
AUD\$646,308

What are you looking forward to at the #ADI2015 Conference?

**I'M TRYING TO FIND OUT EXACTLY WHAT IS GOING ON WITH THIS DISEASE... I'M SICK TO DEATH OF IT, SEVEN PEOPLE IN MY FAMILY HAVE IT, OR HAD IT. WE WANT TO FIND OUT WHAT'S CAUSING IT, WE WANT TO FIND OUT WHAT THE CURE IS, AND WE WANT IT NOW!**  
**DELEGATE AT ADI CONFERENCE, PERTH.**



# **3. SERVICE INNOVATION AND EXPERTISE**

## YOUNGER ONSET DEMENTIA KEY WORKER PROGRAM

The Younger Onset Dementia Key Worker Program (YODKWP) continued in 2014-2015 financial year. This flagship program, provides individualised services and support to people living with younger onset dementia, their families and carers. This is achieved through a national network of 40 younger onset dementia key workers.

The second operational year of this program has seen an increase in the referrals and support provided to people with younger onset dementia and their families, who are working within a new model of care.

No. of people accessing YODKWP in 2013-2014	<b>1,754</b>
No. of people accessing YODKWP in 2014-2015	<b>2,894</b>
No. of new referrals in 2013-2014	<b>970</b>
No. of new referrals in 2014-2015	<b>1,388</b>

**No longer a statistic (Part of Younger Onset Dementia Key Worker Program)**

**Date: 11 June 2015**

**Focus: Younger onset dementia**

As part of the Younger Onset Dementia Key Worker Program, we launched a campaign to increase the awareness of the program and younger onset dementia in Australia. The no longer a statistic campaign aimed to place a focus on younger onset dementia and raise the awareness of the alarming statistics within the community.

We produced:

- Three radio advertisements, recorded by Ita Buttrose
- Media releases tailored to all state and territories
- Letters to the editor to be submitted to newspapers all across the country
- A radio script for radio stations to read out live on air
- An electronic media kit that featured interviews with key stakeholders and consumers which was sent to regional TV stations and online journalists to use on their websites and TV

We contacted an extensive list of newspapers, radio stations and TV stations around the country to share this very important message. We enlisted people living with dementia to share their stories and educate Australia on what it is like to live with a diagnosis of dementia.

### Media Results

#### TOTAL AUDIENCE

**13,312,677**

#### EQUIVALENT ADVERTISING SPACE RATE

**AUD\$2,031,247**

#### TV, RADIO, NEWSPAPER AND ONLINE

**357 ITEMS**

“THREE TEENAGE CHILDREN, ONE OF WHICH WAS SITTING THEIR HSC, A MORTGAGE AND AN UNWELL HUSBAND WHO HAD JUST LOST HIS JOB OF 10 AND A HALF YEARS DUE TO HIS FAILING HEALTH. THANKS TO THE HELP WE RECEIVED FROM THE KEY WORKER PROGRAM OUR LIVES HAVE BEEN TRANSFORMED. WE WERE GIVEN SUPPORT TO REACH A DIAGNOSIS, HELP TO LAY DOWN A STRONG SUPPORT STRUCTURE AND MUCH-NEEDED ASSISTANCE NAVIGATING VERY COMPLEX SYSTEMS.  
**MELISSA MCMELLON, CARER NSW.**



## NATIONAL DEMENTIA SUPPORT PROGRAM – BUILDING CAPACITY IN DEMENTIA CARE: HELPLINE, COUNSELLING AND SUPPORT, INFORMATION, AWARENESS, EDUCATION AND TRAINING

Alzheimer's Australia provides vital support and services to assist people living with dementia, their carers, family and friends while also increasing knowledge and awareness of dementia in the community, through the National Dementia Support Program. Services provided under the National Dementia Support Program include the National Dementia Helpline, counselling and support, information, awareness, education and training. Funded until June 2016, the program also develops innovative methods to respond to neurodegenerative disease.

National Dementia Support Program provides:

1. National Dementia Helpline and Referral Service (phone 1800 100 500)
2. National website ([fightdementia.org.au](http://fightdementia.org.au))
3. Counselling and support services including early intervention such as the Living with Memory Loss programs
4. Up to date information and resources via the national resources and helpsheet services
5. Carer education and workforce training programs
6. Awareness, information and education sessions
7. Promotion of awareness and increasing the understanding of dementia across the whole community

### Stats at a glance

These **SERVICES** were accessed by over **128,000** people in 2014-15, with a further **1,086,906** visits to the website.

During **2014-15**, a total of **28,172** calls were made to the 1800 number – an average of **2,348** calls per month.

A further **900 CONTACTS** were made in the form of enquiries lodged through the website.

There were **12,537 VISITORS** to service centres for 2014-15 - the range of services offered included counselling, carer education, early intervention, education and training, support for people with special needs, libraries, and resources.

Provision of **656** through service centres were delivered to **8,298 PARTICIPANTS** and included outreach, therapeutic and social activities. Access points and associated services continued to provide information, link, and refer consumers to services and host activities.

 **ALZHEIMER'S AUSTRALIA HAS BEEN MY LIFELINE!!! BOTH THROUGH THE SERVICES IT OFFERS AND THE RELATIONSHIPS I HAVE FORMED THROUGH IT. WE BEGAN THE LIVING WITH MEMORY LOSS PROGRAM ORGANIZED AND LED BY ALZHEIMER'S AUSTRALIA. THE PROGRAM WAS A GREAT HELP WHEN WE WERE JUST GETTING OUR HEADS AROUND ALZHEIMER'S AND ITS IMPLICATIONS. IT WAS PRACTICAL AND INFORMATIVE AS WELL AS CHALLENGING AND CONFRONTING.**

**ABSOLUTELY VITAL. AS A CARER, WE THINK WE CAN DO IT ON OUR OWN, BUT SUDDENLY I FOUND MYSELF OVERWHELMED WITH WHAT WAS HAPPENING, AND THE OPPORTUNITY TO TALK THROUGH THE EMOTIONAL DRAIN DEMENTIA HAD ON ME AS A CARER WAS THERAPEUTIC AND ALLOWED ME TO “MOVE ON”. FAMILY AND FRIENDS REALLY DIDN'T UNDERSTAND WHAT I WAS EXPERIENCING IN MY CARER ROLE; THEY WEREN'T THERE 24/7. THE COUNSELLING SERVICE BOTH VIA THE TELEPHONE AND PARTICULARLY FACE-TO-FACE WAS EXTREMELY HELPFUL, IN ASSISTING ME RESOLVE THE MANY PROBLEMS WHICH EMERGE WITH DEMENTIA.**

**MOST OF ALL BEING ABLE TO SPEAK WITH THOSE WHO REALLY UNDERSTAND AND KNOW THE EFFECTS OF DEMENTIA FOR THOSE SUFFERING AND THOSE CARING IS INVALUABLE. TALKING TO GIRLFRIENDS IN THIS CASE IS NOT ENOUGH... IT'S SUCH A GAME CHANGER FOR FAMILY DYNAMICS AND SO OUT OF THE BOX, HELP TO LEARN TO LIVE WITH IT IS SO NECESSARY. THANK YOU FOR THOSE WHO FUND THIS AND FOR THOSE WHO GET INVOLVED.**

**I HAVE FOUND YOU BECOME ISOLATED ONCE YOU HAVE A DIAGNOSIS OF DEMENTIA PARTICULARLY WHEN YOU ARE YOUNGER AS YOU ARE FORCED TO STOP WORKING AND ARE UNABLE TO FULFIL YOUR LIFETIME DREAMS. IN OUR CASE BOTH MY HUSBAND AND MYSELF HAVE HAD TO STOP WORKING. WITHOUT THE CONTINUED SERVICES OF ALZHEIMER'S AUSTRALIA I DON'T KNOW HOW WE WOULD BE COPING.**

## SERVICE DELIVERY PATHWAYS PROJECT

This program provides for a range of Service Access Liaison Officer Projects that focus on assisting special needs groups to access services. Projects has worked with Aboriginal communities, culturally and linguistically diverse communities, the homeless and people living with dementia living alone.

## YOUR BRAIN MATTERS

This was the final year of funding for Your Brain Matters. Funded through the Department of Health's Chronic Disease Prevention and Service Improvement Fund over a three year period, the program has been highly successful and well-received.

This year saw the following activities and achievements:

- Brain Health Trivia nights were held during Brain Awareness Week in March in Brisbane, Sydney and Melbourne. Health and Lifestyle bloggers attended the events and helped spread the word about the importance of brain health in a fun and engaging way
- A primary care resource pack was developed for use by GP clinics nationally. The packs comprised of a summary of the evidence for dementia risk reduction, resources for patients including a brain health checklist and booklet on Your Brain Matters, and a poster for display at clinics. In addition, a new 'Health Professionals' page, with free resources available to download has been added to the Your Brain Matters website
- Your Brain Matters bilingual help sheets are now available in 36 languages
- A pilot project involving working with the Chinese community took place. This involved recruiting two ambassadors who helped spread the message about brain health and dementia risk reduction to the Australian-Chinese community during the Chinese New Year festivities. Additional resources were developed in simplified Chinese which are available on the Your Brain Matters website
- In partnership with Fitness Australia, a brain health toolkit was developed for exercise professionals. The kit is comprised of resources relating to the evidence for dementia risk reduction and the important role of physical activity, along with a checklist for clients to help identify areas in need of improvement. A specific page for exercise professionals is available on the Your Brain Matters website

- Two new resources were developed in partnership with the Heart Foundation, highlighting the important link between heart health and brain health
- A major exhibit that helped promote brain health and dementia risk reduction was held at the 30th International Conference of Alzheimer's Disease International in April 2015. The stand showcased the world-leading work that Alzheimer's Australia has carried out in this area and was well-received by delegates. In addition, there were two poster presentations on Your Brain Matters

## AGED CARE SERVICE IMPROVEMENT AND HEALTHY AGEING GRANTS

Two programs were commenced in March 2015 after Alzheimer's Australia worked with partner organisations to secure Aged Care Service Improvement and Healthy Ageing Grants. The Making Flexible Respite Care a Practical Reality Project aims to promote access to flexible respite services and to develop a trial and evaluation to support the successful implementation of individualised funding. The Supporting GPs and Practice Nurses in the Timely Diagnosis of Dementia Project will deliver training on dementia assessment, diagnosis and management to 6,000 GPs and 2,500 Practice Nurses.

## DEMENTIA COMMUNITY SUPPORT PROGRAM

This program continues to support the ongoing collaboration, policy and advocacy activities of Alzheimer's Australia at the national level, including our work to involve consumers in shaping national policy. Funding has been extended to support this work until 2018.





## **4. LEADERSHIP IN RESEARCH**

## DEMENTIA NEWS

Dementia News is Alzheimer's Australia's newsletter that helps disseminate research about dementia in an accessible manner. It includes pod casts, videos and blogs. Thanks to funding received from the Dementia Collaborative Research Centre and Alzheimer's Australia Dementia Research Foundation we have been able to continue this work to date.

Some of the achievements this year include:

- 27.5% increase in e-newsletter subscriptions
- The e-newsletter distribution list increased to 2760 subscribers – this has grown from 2000 from June 30, 2014
- Increased accessibility

The e-newsletter is delivered as an email but is available via a printable PDF as well, and thus accessible to a range of carers and consumers.

The e-newsletter is sent out fortnightly and over the course of the year has received an average open rate of 39.1% and an average click rate of 15.7%. The industry average (health/medical) is 20.9% (19.2% lower than Dementia News) and 2.2% (13.5% lower than Dementia News) respectively.

The Dementia News podcast has received over 10,000 listens (via iTunes)

The Brains Behind Dementia Research video series has received over 3,000 watches (via YouTube) and featured 15 episodes and includes episodes with all three DCRC directors.

The National Research Participation Portal was another resource established partly with DCRC funding to promote participation in dementia research – this has had over 60 trials added by researchers and 10,000 views by consumers and carers and the general public.

## RESEARCH PARTNERSHIPS

Over the past twelve months, Alzheimer's Australia has continued its work in research partnerships with dementia researchers and organisations around the country.

Some of the partnerships that we have been involved in include:

- Supporting research funding through the Alzheimer's Australia Dementia Research Foundation (AADRF) Grants Program
- Contributing to the NHMRC Cognitive Decline Partnership Centre
- Partnership-based research projects
- Working with researchers to promote relevant findings through our research communications channels
- Staff and consumer involvement in numerous research projects and programs through positions on advisory committees

## NATIONAL QUALITY DEMENTIA CARE INITIATIVE

The National Quality Dementia Care Initiative (NQDCI) was established in 2010 with the objective of improving the quality of dementia care across Australia in areas of significant concern to people with dementia and their families and friends. Ongoing funding from the J.O. & J.R. Wicking Trust and new funding from the Australian Government's Aged Care Service Improvement and Healthy Aging Flexible Fund has supported new projects in 2014-15. Following consultation with the CDRN in August 2014, seven projects were identified for roll out in 2014-15.

- Dementia-Friendly Communities
- Volunteering
- Community Café
- National Lifestyle Project
- Dental Care
- Medications
- Allied Health

Four projects are underway and a further three projects are due to commence mid-2015. Highlights of the program in 2014-15 include:

- Establishment of projects to create volunteering opportunities for people with dementia in South Australia, Tasmania, New South Wales and Victoria
- Engagement of local organisations in Victoria, South Australia, New South Wales, Queensland, Victoria and the Northern Territory to become dementia friendly using the National Guidelines for dementia-friendly organisations

## NATIONAL HEALTH AND MEDICAL RESEARCH COUNCIL: COGNITIVE DECLINE PARTNERSHIP CENTRE

Alzheimer's Australia, as a Funding Partner for the Cognitive Decline Partnership Centre (CDPC), committed the 'consumer voice' to the Centre's work through their Consumer Dementia Research Network (CDRN) and appointment of Joan Jackman as a Consumer Investigator. Approximately twenty CDRN members have been involved across 17 major research activities with the Centre. The involvement of the Consumer Investigator and CDRN members in the CDPC has continued to grow over 2014-2015 contributing a strong consumer voice to the work of the CDPC.



MELBOURNE OLYMPIC PARKS

BlueCross  
CARNIVALE



# **5. ORGANISATIONAL SUSTAINABILITY AND GROWTH**

## STRATEGIC PARTNERSHIPS

We would like to thank everyone for their support over the past 12 months. We are humbled by the generosity shown by individuals and organisations. In particular, we would like to thank the following supporters:

The Australian Government for their support of dementia awareness, policy and advocacy, prevention and dementia risk reduction and dementia services delivered through Alzheimer's Australia.

The Hazel Hawke Research and Care Fund and the family of Hazel Hawke for their continued support of dementia research.

The J.O & J.R Wicking Trust for its ongoing support of the National Quality Dementia Care Initiative.

Bupa Health Foundation for its support of the End of Life Care Project and the BrainyApp initiative.

The Priceline Sisterhood and Priceline franchisees for their support.

Eli Lilly for their support of the Alzheimer's Australia Alzheimer's Disease International conference

## WORKPLACE GIVING PARTNERS

We are also proud to be supported by a wide range of staff who generously provide donations to Alzheimer's Australia through their internal workplace giving schemes.

- Alcatel-Lucent Australia
- Allens Arthur Robinson
- AMP Foundation
- ANZ Community Giving Program
- ASIC
- ASX
- Attorney General's Department
- Australia Post
- Australian Unity
- BHP Billiton
- Charities Aid Foundation
- Dulux and Selleys
- Department of Infrastructure and Regional Development
- Department of Social Services
- Department of Immigration and Border Protection
- Department of Defence
- Department of Health
- Institute Chartered Accountants Australia
- Leighton Holdings
- Macquarie Finance
- MSS Security
- National Library of Australia
- OneSteel
- Orica Australia
- Port Stephens Council
- Quicksuper
- Steven Hallis
- Teachers Mutual Bank
- Veda Advantage
- Veolia Transport
- Westpac Group

## FUNDRAISING

Our fundraisers continue to amaze us with their persistence, courage and strength to undertake astonishing challenges. We thank everyone who has supported us over the past year, you have on many occasions put your bodies on the line to raise money and awareness for Alzheimer's Australia and that means the world to us.

These community fundraisers are individuals, families, schools, businesses and community and interest based organisations. They support us in a number of innovative ways including; participation in marathons and physical challenges, hosting of sporting events, fundraising days through social and special interest events, staff morning teas, community raffles, school cake stalls, garage sales and contributions through donation programs.

## DONORS AND COMMUNITY FUNDRAISERS

We are grateful to all of our donors who have assisted us in working towards our goal of a world without dementia. Many of our donors make contribution in memory of loved one and wish to remain anonymous. Some of our organisational donors include;

- ANZ
- Bequests
- Equity Trustees
- Macquarie Group Foundation
- Robert C Bulley Charitable Fund
- Scenic Tours
- TATA Consultancy Services

## **6. FINANCIALS**

## STATEMENT BY BOARD MEMBERS

The following summary financial statements are taken from the financial statements of

Alzheimer's Australia Inc. ABN 79 625 582 771. Copies of the full financial statements are available from the office of Alzheimer's Australia Inc., or on our website [fightdementia.org.au](http://fightdementia.org.au)

### Principal activities

The principal activities of the organisation during the financial year were:

- to represent the interests of our consumers at a national level to the Commonwealth Government and with organisations that have similar interests;
- co-ordination of national projects, advocacy, promotion and advice to Government; and
- disseminating information about Alzheimer's disease and dementia research.

### Significant changes

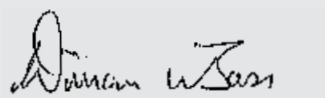
There have been no significant changes to the nature of the principal activities of Alzheimer's Australia Inc. during the year.

In the opinion of Board Members, at the date of this statement there are reasonable grounds to believe that Alzheimer's Australia Inc. will be able to pay its debts as and when they fall due.

Signed on behalf of Alzheimer's Australia Inc. Board Members by:



Graeme Samuel AC  
**President**  
14 November 2015



William Bass  
**Treasurer**  
14 November 2015



## INDEPENDENT AUDITOR'S REPORT



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### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMER'S AUSTRALIA INCORPORATED

#### Report on the Financial Report

The accompanying summary financial statements, of Alzheimer's Australia Incorporated (the association), which comprises the summary statement of financial position as at 30 June 2015 and the summary statement of revenue and expenditure for the year then ended, notes comprising a summary of significant accounting policies and the Statement by Board Members that the information are derived from the audited financial report of Alzheimer's Australia Incorporated for the year ended 30 June 2015. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 14 November 2015. The financial report and the summary financial statements do not reflect the effects of events that occurred subsequent to the date of our report on that financial report.

The summary financial statements do not contain all the disclosures required by the financial reporting framework applied in preparation of the audited financial report of Alzheimer's Australia Incorporated. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of Alzheimer's Australia Incorporated.

#### Board Members' Responsibility for the Summary Financial Statements

The Board Members are responsible for the preparation of the summary financial statements on the basis described in the Basis of Preparation Note.

#### Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Australian Auditing Standard *ASA 810 Engagements to Report on Summary Financial Statements*.

#### Opinion

In our opinion, the summary financial statements derived from the audited financial report of Alzheimer's Australia Incorporated for the year ended 30 June 2015 are consistent, in all material respects, with that audited financial report on the basis described in the Basis of Preparation Note.

#### Basis of Accounting

Without modifying our opinion, we draw attention to the Basis of Preparation Note to the summary financial statements, which describes the basis of accounting. The summary financial statements have been prepared to assist Alzheimer's Australia Incorporated to meet the requirements of members. As a result, the summary financial statements may not be suitable for another purpose. Our report is intended solely for the members of Alzheimer's Australia Incorporated.

James Barrett, CA  
 Registered Company Auditor  
 BellchambersBarrett

Canberra, ACT  
 Dated this 14<sup>th</sup> day of November 2015

## STATEMENT OF REVENUE AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2015.

<b>REVENUE</b>		
Operating activities	2015 (\$)	2014 (\$)
Operating grants & sponsorships	24,195,450	17,384,846
Donations & bequests	463,279	380,970
Dividends received	13,102	11,928
Member contributions	526,938	1,099,770
Reimbursement of expenses	275,399	463,231
	<b>25,474,168</b>	<b>19,340,745</b>
<b>Non-operating activities:</b>		
<b>interest received</b>	<b>159,759</b>	<b>289,245</b>
<b>gain on disposal of leasehold assets</b>	<b>8,672</b>	<b>-</b>
<b>Total revenue</b>	<b>25,642,599</b>	<b>19,629,990</b>

<b>EXPENSES</b>		
Depreciation expense	(89,916)	(74,546)
Employee benefits expense	(3,148,096)	(2,665,925)
Program costs	(6,465,656)	(3,000,546)
Program distributions	(15,184,186)	(13,610,268)
Operating lease expense	(52,385)	(42,091)
Other expenses	(234,896)	(345,054)
(Deficit) / surplus from operations	<b>467,464</b>	<b>(108,440)</b>
<b>Other comprehensive income:</b>		
Other comprehensive income for the year:	<b>-</b>	<b>-</b>
<b>Total comprehensive income for the year</b>	<b>467,464</b>	<b>(108,440)</b>
<b>Total comprehensive income attributable to members of the entity</b>	<b>467,464</b>	<b>(108,440)</b>

## BASIS OF PREPARATION

The summary financial statements relate to Alzheimer's Australia Inc. as an individual entity.

Alzheimer's Australia Inc. is an association incorporated in New South Wales under the Associations Incorporations Act 2009 (NSW).

The summary financial statements have been derived from the audited financial statements Alzheimer's Australia Inc. dated 6 November 2014. These statements were prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements of the Australian Accounting Standards Board and the Associations Incorporations Act 2009 (NSW). Alzheimer's Australia Inc. is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The summary financial statements have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar. The presentation currency used is Australian Dollars.

## STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2015.

<b>ASSETS</b>		
<b>Current assets</b>	<b>2015 (\$)</b>	<b>2014 (\$)</b>
Cash & cash equivalents	4,889,733	6,650,881
Financial assets	1,225,738	3,553,523
Trade and other receivables	207,669	200,079
Other current assets	21,833	39,358
<b>Total current assets</b>	<b>6,344,973</b>	<b>10,443,841</b>
<b>Non-current assets</b>	<b>2015 (\$)</b>	<b>2014 (\$)</b>
Plant & equipment	262,947	255,920
<b>Total non-current assets</b>	<b>262,947</b>	<b>255,920</b>
<b>Total assets</b>	<b>6,607,920</b>	<b>10,699,761</b>

<b>LIABILITIES</b>		
<b>Current liabilities</b>	<b>2015 (\$)</b>	<b>2014 (\$)</b>
Trade and other payables	1,665,456	663,847
Other liabilities	3,088,755	8,631,667
<b>Total current liabilities</b>	<b>4,754,211</b>	<b>9,295,514</b>
<b>Non-current liabilities</b>	<b>2015 (\$)</b>	<b>2014 (\$)</b>
Long term provisions	12,796	22,126
<b>Total non-current liabilities</b>	<b>12,796</b>	<b>22,126</b>
<b>Total liabilities</b>	<b>4,767,007</b>	<b>9,317,640</b>
<b>Net assets</b>	<b>1,840,913</b>	<b>1,382,121</b>

<b>EQUITY</b>		
<b>Current equity</b>	<b>2015 (\$)</b>	<b>2014 (\$)</b>
Asset revaluation reserve	-	8,672
Retained earnings	1,840,913	1,373,449
<b>Total equity</b>	<b>1,840,913</b>	<b>1,382,121</b>











For more information:

[fightdementia.org.au](http://fightdementia.org.au)

National Dementia Helpline: 1800 100 500

**UNDERSTAND ALZHEIMER'S**  
**EDUCATE AUSTRALIA**  
FIGHTDEMENTIA.ORG.AU